

ABSTRACT OF THE DISCLOSURE

A system and method for optimizing bandwidth efficiencies in the distribution of digital video, digital audio and data over a cable television system is provided. In accordance with the invention, different transmission channels or portions thereof can be dynamically customized to contain only those digital video, digital audio and data components of value at that time to the customers served by those channels. This customization requires a dynamic bandwidth management component which has the ability to monitor and react to changing customer usage patterns and to instruct a re-multiplexor to allocate bandwidth from digital services that require less bandwidth at a given time to services that require more bandwidth.

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